



APPLIANCE EXCHANGE REBATE PROGRAM Program Plan

PROGRAM GOAL

The *Home Upgrade, Carbon Downgrade* (HU/CD) Appliance Exchange Rebate Program's goal is to provide a rebate for the purchase of select energy-efficient appliances to replace a similar, existing appliance model to help generate local sales and contribute to the City's environmental goals, while leveraging existing utility and California rebate opportunities. The program is funded in part by the American Recovery & Reinvestment Act and the California Public Utilities Commission (Public Goods Charge).

PROGRAM STRUCTURE

The City will use up to \$200,000 of its Energy Efficiency & Conservation Block Grants to provide rebates for the purchase of eligible energy-efficient appliances (see Table 1) as part of its broader *Home Upgrade, Carbon Downgrade* program. Rebates are limited to one for each appliance category for each valid residential or business address within the City of Chula Vista. All rebates, which will be available on a first-come, first-serve basis until funds are exhausted, will be issued as a point-of-sale discount through the following participating Chula Vista retailers (subject to change):

- Best Buy
Store 188 - 59 N Broadway, Chula Vista, CA 91910, (619) 420-1187
Store 1769 - 2015 Birch Rd, Chula Vista, CA 91915, (619) 397-4050
www.bestbuy.com
- Home Depot
Store 658 - 725 Plaza Court, Chula Vista, CA 91910, (619) 421-6200
www.homedepot.com
Store 1030 - 1320 Eastlake Parkway, Chula Vista, CA 91915, (619) 421-0639
www.homedepot.com
- K-Mart
875 East H Street, Chula Vista, CA 91910, (619) 482-2765
www.kmart.com
- Sears
565 Broadway, Chula Vista, CA 91910, (619) 585-2200
www.sears.com

APPLIANCE	EFFICIENCY RATINGS*	CITY REBATE	POTENTIAL OTHER REBATES
Clothes Washer	ENERGY STAR CEE Tier 2 EF>=2.0 WF<=4.0**	\$20	\$285
Dishwasher	ENERGY STAR CEE Tier 2 EF>=0.75	\$120	\$30
Refrigerator	ENERGY STAR CEE Tier 2 25%> US Standard	\$20	\$225
Freezer	ENERGY STAR	\$50	\$50
Room Air Conditioner	ENERGY STAR	\$20	\$100
Water Heaters	ENERGY STAR Various EF levels based on model type***	\$75	Up to \$300
HVAC Units	ENERGY STAR Various SEER/AFUE levels based on model type***	\$200	Up to \$1,000

* Efficiency Ratings include Energy Star qualified, Energy Factors (EF), and the Water Factors (WF) for a given product, as supplied by the manufacturer. In addition, there are three levels of CEE tiers (I – III), with the highest number (III) being the best efficiency rating.

** Please note that the Water Factor is stricter than the statewide Cash for Appliances program, but consistent with the San Diego County Water Authority rebate program.

*** Please see the California Cash for Appliances Guidelines for the specific efficiency rating requirements for HVAC and water heater units (www.cash4appliances.org).

PARTICIPANT ELIGIBILITY

Rebate customers (purchasers) must meet and agree to the following terms and conditions to be eligible to participate in the City-sponsored program:

- The device(s) must be an eligible energy-saving appliance model (see Table 1) purchased to replace a similar, existing model.
- Old appliances replaced through the program must be properly disposed through a certified recycler (ex. Ecology Auto Parts in Chula Vista). The City's trash hauler, Allied Waste, can also issue recycling certificates to most residents through curbside bulky pick-up of the old appliance. In addition, retailers participating in the program may coordinate with a certified recycler as part of their delivery and haul away service (ex. Sears, The Home Depot, and Best Buy).

- Participant agrees appliance will be placed in a residence or business within the City of Chula Vista's boundaries.
- Rebates are limited to one for each appliance category for each Chula Vista address.
- Rebates are non-transferable and available on a first-come, first-served basis until program funds are exhausted.
- Rebate amounts are subject to change.
- The purchaser must complete a Chula Vista *Home Upgrade, Carbon Downgrade* Appliance Exchange Rebate Form prior to receiving a point-of-sale discount (form available on-line or at participating retailers).
- The City of Chula Vista and its program partners, which include (but are not limited to) Chula Vista Chamber of Commerce, San Diego Gas & Electric, and participating appliance retailers, are not responsible for any taxes that may be imposed as a result of the purchaser's receipt of the rebate.
- The purchaser waives and releases the City of Chula Vista, and its program partners, from any and all claims and causes of action arising out of the installation or use of the appliances.
- The purchaser grants the City of Chula Vista, or its representatives, the right to verify proof of appliance recycling and inspect installed rebated devices. If appliance recycling or installation cannot be verified, the purchaser must reimburse the City of Chula Vista, including all associated processing costs.
- Rebate checks will only be issued to the participating Chula Vista appliance retailers in order to reimburse for documented point-of-sale discounts for eligible energy-saving appliance models.

REBATE RESERVATIONS

Rebates will be reserved on-line at the City of Chula Vista's CLEAN website by participating retail stores when a customer has agreed to accept the instant rebate, but prior to the purchase of the eligible appliance. To complete the reservation, the retail store must enter the purchaser's name, primary address, phone number, email address, and selected appliance category into the on-line form. The retail store must also verify the installation address through either a California Drivers License or Utility bill (such as SDG&E, Otay Water District, Sweetwater Authority, or Chula Vista Sewer). If all the necessary information is entered, the retail store will be issued a reservation confirmation with a unique reservation number. After the purchase is finalized and the point-of-sale discount issued, the retail store must submit within 30 days a completed Chula Vista *Home Upgrade, Carbon Downgrade* Appliance Exchange Rebate Reservation Form (with a unique reservation number and the purchaser's signature) and a copy of the sales receipt (with store location, purchase date, appliance make/model, total sales price, and discount amount) to:

Attn: HU/CD Appliance Rebate Program
 Conservation & Environmental Services Department
 276 Fourth Avenue
 Chula Vista, CA 91910

Once all necessary paperwork is received by the City of Chula Vista, all reimbursement requests will be paid net 30 days. If a customer returns a rebated appliance after a reimbursement has been issued to the store, the retail store will refund the City the applicable reimbursed amount. If a customer exchanges an appliance for a similar, qualified model, no refund is required, but the store must contact the City of Chula Vista within 24 hours to update the rebate records and send a new copy of the sales receipt within 72 hours.

PROGRAM MARKETING

In coordination with program partners, a variety of marketing and outreach materials will be created and distributed to promote the Appliance Exchange Rebate Program. Each program partners' role in marketing the program is outlined below:

CITY OF CHULA VISTA	CHAMBER OF COMMERCE	APPLIANCE RETAILERS
<ul style="list-style-type: none">• Creation & distribution of flyer to 70,000 households (trash bill insert)• Creation of PoS Talkers and other in-store displays• Advertisement in Star News/Neighborhood newspapers distribution to 30,000 households• Promotion on website with 5.5 million hits per month• Promotion thru email lists• Community presentations (including City Council, RCC, PSAR, NWCA, SWCA)• Joint press release issuance	<ul style="list-style-type: none">• Promotion on website with 1,000 hits per month• Promotion thru newsletter• Promotion thru email lists• Joint press release issuance• Joint kick-off event	<ul style="list-style-type: none">• Advertisement in weekly mailers & newspapers• Use of PoS Talkers and other in-store displays• Promotion on website• Promotion thru email lists

TIMELINE

FEBRUARY 18 – 26

- Distribute draft program plan for feedback

FEBRUARY 23 – APRIL 15

- Create rebate reservation system & website
- Develop & print program forms, flyers, & mailers
- Develop & print POS Talkers and other in-store displays

MARCH 23 – APRIL 21

- Deliver presentations throughout the community
- Newspaper advertisements & flyers circulated
- Publish in City newsletter & Nixle
- Issue press release

APRIL 22

- Kick-off event at participating retailer
- Begin appliance rebate program

APRIL 23 – MAY 23 (or until funds exhausted)

- Advertisement insert in trash bill
- Implement & monitor rebate program

PROGRAM CONTACTS

<i>Dept. of Conservation & Environmental Services</i> 619-409-3893 Phone 619-476-5310 Fax www.chulavistaca.gov/clean	Michelle Castagnola 619-409-5955 mcastagnola@ci.chula-vista.ca.us	Wbaldo Arellano 619-691-5134 warellano@ci.chula-vista.ca.us
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